## ORDER

Orders Order / Rev: 37424 Alt Order #: 08863444

Product Desc: BERKLEY/SENATE/D

09/26/12 / 10/16/12

Estimate:

Flight Dates: 10/30/12 - 11/05/12

Original Date / Rev:

Order Type: **GENERAL** 

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

KLAS

Advertiser

Name:

Berkley, Shelley - D-USS

Demographic: Product Codes: A35+ PO1

LV1

Priority: Revenue Codes:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

D 1				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	93	\$73,485.00	\$62,462.25

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$73,485.00	\$62,462.25	0.00
Totals	93	\$73,485.00	\$62,462.25	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00

Competitive Share	Share	Tota		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$61,237.50		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$12,247.50		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/30/12	11/02/12	8 News Now 4-5a	CM	4-5a	-TWTF	:30	8	\$25.00LV3	0.00 NM	8	\$200.00
				8 News Now 4-5a	ı								
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 10.	/29/12	11/04/12	-TWTF	8	\$25.00	0.00						
E 2	8	11/05/12	11/05/12	8 News Now 4-5a	CM	4-5a	M	:30	2	\$25.00LV3	0.00 NM	2	\$50.00
				8 News Now 4-5a	1								

Print Date: 10/22/12 09:55:52 Page 2 of 5

KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 11/05/12 11/11/12 M----\$25.00 E 3 10/30/12 11/02/12 CBS This Morning 7-9a CM 7-9a -TWTF--:30 5 \$165,00LV3 0.00 NM 5 \$825.00 **CBS** This Morning THS MRN Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 -TWTF--5 \$165.00 0.00 11/05/12 11/05/12 CBS This Morning 7-9a CM 7-9a M----:30 2 \$165.00LV3 0.00 NM 2 \$330.00 **CBS This Morning** THS MRN Start Date End Date Weekdays Spots/Week Rate Rating M-----\$165.00 Week: 11/05/12 11/11/12 0.00 \$185.00LV3 0.00 NM 5 \$925.00 10/30/12 11/02/12 8 News Now 5a M-F CM 5-6a -TWTF--:30 8 News Now 5a M-F **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate -TWTF--0.00 \$185.00 Week: 10/29/12 11/04/12 5-6a M-----:30 \$185.00LV3 0.00 NM 2 \$370.00 11/05/12 11/05/12 8 News Now 5a M-F CM 8 News Now 5a M-F **NEWS** Start Date Spots/Week Rating **End Date** Weekdays Rate 0.00 Week: 11/05/12 11/11/12 \$185.00 \$1,250.00 6-7a :30 \$250.00LV3 0.00 NM 5 10/30/12 11/02/12 8 News Now 6a M-F CM -TWTF--8 News Now 6a M-F **NEWS** Weekdays Spots/Week Rate Rating Start Date **End Date** Week: 10/29/12 11/04/12 -TWTF--5 \$250.00 0.00 \$250.00LV3 0.00 NM \$500.00 CM 6-7a M----:30 2 11/05/12 11/05/12 E 8 8 News Now 6a M-F 8 News Now 6a M-F **NEWS** Spots/Week Weekdays Rate Rating Start Date **End Date** \$250.00 0.00 Week: 11/05/12 11/11/12 \$275.00LV3 0.00 NM 3 \$825.00 E 9 8 10/30/12 11/02/12 8 News Now Noon M-F CM 12-1230p -TWTF--:30 8 News Now Noon M-F **NEWS** Weekdays Rating Start Date End Date Spots/Week Rate -TWTF--0.00 Week: 10/29/12 11/04/12 \$275.00 :30 \$275.00LV3 0.00 NM \$275.00 E 10 8 11/05/12 11/05/12 8 News Now Noon M-F CM 12-1230p M-----8 News Now Noon M-F **NFWS** Start Date **End Date** Weekdays Spots/Week Rate Rating \$275.00 0.00 Week: 11/05/12 11/11/12 M-----:30 \$375.00LV3 0.00 NM \$1,500.00 10/30/12 11/02/12 Ellen CM 3-4p -TWTF--E 11 8 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating \$375.00 0.00 Week: 10/29/12 11/04/12 M-----\$375.00LV3 0.00 NM \$375.00 11/05/12 11/05/12 Ellen CM 3-4p :30 Ellen **ELLEN** Start Date Spots/Week Rating **End Date** Weekdays Rate 0.00 11/11/12 M-----\$375.00 Week: 11/05/12 0.00 NM 10/30/12 11/02/12 Price Is Right CM 10-11a -TWTF--:30 1 \$1,575.00LV1 \$1,575.00 8 Price Is Right PRICE RITE Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 -TWTF--\$1,575.00 0.00 \$275.00LV3 0.00 NM 3 \$825.00 10/30/12 11/02/12 Live w/Kelly CM 9-10a -TWTF--:30 Live w/Kelly **KELLY** 

Print Date: 10/22/12 09:55:53 Page 3 of 5

Order / Rev: 37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

Flight Dates:

10/30/12 - 11/05/12

Estimate:

BERKLEY/SENATE/D KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	I Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 15	8	10/30/1	2 11/02/12	Live w/Kelly	СМ	9-10a	-TWTF	:30	3	\$275.00LV3	0.00 NM	3	\$825.00
к	ELLY			Live w/Kelly									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
7. 15.00 (10.00)	ek: 10/	1. E-11/A.W.P.O	11/04/12	-TWTF	3	\$275.00	0.00	-20		0075 0011/0	0.00 NIM		0075.00
E 16	8	11/05/1	2 11/05/12	Live w/Kelly Live w/Kelly	СМ	9-10a	M	:30	1	\$275.00LV3	0.00 NM	1	\$275.00
K	ELLY			2000 0-000 000 000 000 000 000 <del>2</del> 0		12270-000							
۱۸/۵	Sta ek: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
E 17	8			8 News Now Sun	5-7p CM		330-7pS	:30	2	\$250.00LV2	0.00 NM	2	\$500.00
				8 News Now Sun									
N	IEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	-	11/04/12	S	2	\$250.00	0.00						
E 18	8	11/03/1	2 11/03/12	8 News Now Sat	5-7p CM	430-5p	S-	:30	2	\$185.00LV3	0.00 NM	2	\$370.00
N	IEWS			8 News Now Sat									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/ 8	STATE OF STA	11/04/12	8 News Now 5-63	2 On M-FCM	\$185.00 5-630p	0.00 -TWTF	:30	5	\$400.00LV3	0.00 NM	5	\$2,000.00
E 19	0	10/30/1	2 11/02/12	8 News Now 5-63		3-030p	- I W I C	.50	3	\$400.00LV3	0.00 14101	Ĭ	Ψ2,000.00
٨	IEWS	w 200 o					-						
We	<u>Sta</u> ek: 10/	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 5	Rate \$400.00	Rating 0.00						
E 20	8		100000000000000000000000000000000000000	8 News Now 5-63		5-630p	M	:30	2	\$400.00LV3	0.00 NM	2	\$800.00
	IEMO			8 News Now 5-63	30p M-F								
N	NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 11/		11/11/12	M	2	19 (5.75)	0.00						
E 21	8	10/30/1	2 11/02/12	8 News Now 4p N		4-5p (4:30 PM-5:	-TWTF	:30	4	\$350.00LV3	0.00 NM	4	\$1,400.00
٨	NEWS			8 News Now 4p I	vi-r	(4.50 FW-5.	OO FIVI)						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 22	ek: 10/ 8	- International Contraction	11/04/12	-TWTF 8 News Now 4p N	<u>4</u> И-F СМ	\$350.00 4-5p	0.00 M	:30	1	\$350.00LV3	0.00 NM	1	\$350.00
E 22	0	11/05/1	2 11/05/12	8 News Now 4p I		(4:30 PM-5:		.00		<b>4000.002</b>	0.00 1111		4000.00
٨	NEWS	. D. I.	F - 1 D - 1 -	NA/- alidaira	Canta AMank	Data	Dating						
We	<u>Sta</u> ek: 11	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 23	8			Sat 7-8p - ET Wk	nd CM	7-8p	S-	:30	1	\$165.00LV3	0.00 NM	1	\$165.00
	ET WK	ND		Ent Tonight Wee	kend								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10	/29/12	11/04/12	S-	1	\$165.00	0.00		5.58				
E 24	8	10/30/1	2 11/02/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF	:30	3	\$1,225.00LV1	0.00 NM	3	\$3,675.00
Е	ET/INS	DR		7-op Rotator									
,,,,		rt Date	End Date	Weekdays -TWTF	Spots/Week	Rate	Rating						
E 25	ek: 10.	N	11/04/12	7-8p Rotator	CM	\$1,225.00 7-8p	0.00 M	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
				7-8p Rotator									
E	ET/INS	DR art Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
We	ek: 11		11/11/12	M		\$1,225.00	0.00						
E 26	8	10/30/1	2 11/02/12	630-7p Inside Ed	ition CM	630-7p	-TWTF	:30	2	\$1,400.00LV1	0.00 NM	2	\$2,800.00
I	NS ED	IT		Inside Edition									
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
-	ek: 10		11/04/12	-TWTF		\$1,400.00	0.00	.20		61 400 001 144	0.00 5154		¢1 400 00
E 27	8	11/05/1	2 11/05/12		CM	630-7p	M	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00

Print Date: 10/22/12 09:55:53 Page 4 of 5

KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

363444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

No. Stand											
Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
			630-/p Inside Edi Inside Edition	tion							
INS ED										Ý	
<u>Sta</u> Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$1,400.00	Rating 0.00					
E 29 8	10/30/1	2 10/30/12	Tue 10-11p	CM	10-11p	-T	:30	1 \$1,700.00LV2	0.00 NM	1	\$1,700.00
VEGAS			Vegas								
<u>Sta</u> Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays -T	Spots/Week 1	Rate \$1,700.00	Rating 0.00					
E 31 8	11/01/1	2 11/01/12	Thu 9-10p Person Of Interes	CM	9-10p	T	:30	1 \$2,100.00LV2	0.00 NM	1	\$2,100.00
PERS (	OF INT		Person Of Interes	<b>5</b> 1							
The second section of the second	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/ E 32 8		11/04/12 2 11/04/12	T	CM	\$2,100.00 7-8p	0.00	:30	1 \$6,000.00LV1	0.00 NM	1	\$6,000.00
E 32 8	11/04/1	2 11/04/12	60 Minutes	CIVI	7-op	3	.50	1 \$6,000.002	0.00 14101	1	\$0,000.00
60 MIN	-1 D-1-	F- 4 D-4-	M/s alledans	C==t= 00/==1	D-4-	Datina					
Sta Week: 10/	rt <u>Date</u> 29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	Rate \$6,000.00	Rating 0.00					
E 34 8	11/05/1	2 11/05/12	Mon 9-10p	СМ	9-10p	M	:30	1 \$7,700.00LV1	0.00 NM	1	\$7,700.00
2 CDI S	S/ MIKE&	MIIV	2 Broke Girls / Mi	ke & Molly							
55	o/ Wii∧⊏⊗i irt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/	The second second second	11/11/12	M		\$7,700.00	0.00					
E 35 8	11/04/1	2 11/04/12	Sun 10-11p The Mentalist	CM	10-11p	S	:30	1 \$1,900.00LV3	0.00 NM	1	\$1,900.00
MENTA	LIST		The Mentalist								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/ E 37 8	7.00	11/04/12 2 11/02/12	S	CM	\$1,900.00 9-10p	0.00	:30	1 \$1,200.00LV3	0 00 NM	1	\$1,200.00
		2 11/02/12	Made In Jersey	CIVI	3-10p		.50	1 \$1,200.002	0.00 11111		<b>\$1,200.00</b>
MD IN .	JRSY art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	The state of the s	11/04/12	F		\$1,200.00	0.00					
	Date Ra		escription		/End Time		<u>/eekdays</u> F		Rtg Type		
-	e MG 37.	2-11/04/12 F 2	n 9-10p	9-10	þ			30 <del>(φ1,200.00)</del>	0.00 14141		
			To "CSI NY" - bco ]	Available of the second			9000				
	3 11/02/12 3 for 37.1	2-11/02/12 F 11/02	ri 9-10p	9-10	p	-	F	:30 \$1,200.00	0.00 NM		
E 38 8			Sun 9-10p	CM	9-10p	S	:30	1 \$1,400.00LV3	0.00 NM	1	\$1,400.00
			The Good Wife							~	
GD WII	FE art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		11/04/12	S		\$1,400.00	0.00					
E 40 8	11/05/1	2 11/05/12	the commence of the commence o	CM	8-9p	M	:30	1 \$6,500.00LV1	0.00 NM	1	\$6,500.00
MTHR/	PRTNR		How Met Mother/	Partners	(8:00 PM-9:	UU PIVI)					
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/ E 44 8		11/11/12	M Wed 9-10p	CM	\$6,500.00 9-10p	0.00 W	:30	1 \$12,000.00LV1	0.00 NM	1	\$12,000.00
2,004 9,300 9,000		5.51712	Criminal Minds			•					
CRIM N	/IINDS art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	Control of the Control	11/04/12	W	The state of the s	\$12,000.00	0.00					79.009
E 46 8	11/01/1	2 11/01/12	Thu 8-9p Big Bang / 2 1/2	CM Men	8-9p	T	:30	1 \$2,700.00LV2	0.00 NM	1	\$2,700.00
BG BN	G/2.5 ME	N	big bally / 2 1/2	IVICII							
THE PARTY OF THE P	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10	/29/12	11/04/12		1	\$2,700.00	0.00					

Print Date: 10/22/12 09:55:53 Page 5 of 5

**KLAS** 

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Rate Pri Rtg Type Spots Start Amount Ln Ch End Inventory Code Break Start/End Time Days Len Spots \$200.00LV3 0.00 NM \$400.00 CM 1135p-1237a M-----.30 E 49 8 11/05/12 11/05/12 Letterman Letterman LTTRMAN Spots/Week Start Date End Date Weekdays Rate Rating 0.00 Week: 11/05/12 11/11/12 M----\$200.00 :30 \$110.00LV3 0.00 NM \$440.00 8 10/30/12 11/02/12 Craig Ferguson CM 1237a-137a -TWTF--Craig Ferguson (12:37 XM-1:37 XM) **FERGSN End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$110.00 0.00 M-----:30 \$110.00LV3 0.00 NM 1 \$110.00 11/05/12 11/05/12 Craig Ferguson CM 1237a-137a Craig Ferguson (12:37 XM-1:37 XM) **FERGSN** Start Date End Date Weekdays Spots/Week Rate Rating M-----Week: 11/05/12 11/11/12 \$110.00 0.00 :30 \$300.00LV3 0.00 NM 2 \$600.00 11/03/12 11/04/12 8 News Now 11p Sa/SuCM 11-1135P ----SS 8 News Now Sa/Su 11p **NEWS** Spots/Week End Date Weekdays Rate Rating Start Date ----SS \$300.00 0.00 Week: 10/29/12 11/04/12 \$500.00LV3 0.00 NM 2 \$1,000.00 E 53 8 10/30/12 11/02/12 8 News Now 11p M-F CM 11-1135p -TWTF--:30 8 News Now 11p M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate -TWTF--\$500.00 0.00 Week: 10/29/12 11/04/12 :30 \$500.00LV3 0.00 NM 1 \$500.00 CM 11-1135p M----11/05/12 11/05/12 8 News Now 11p M-F E 54 8 8 News Now 11p M-F **NEWS** Rating Weekdays Spots/Week Rate Start Date **End Date** \$500.00 0.00 Week: 11/05/12 11/11/12 E 56 11/04/12 11/04/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 **CBS News Sunday Morning** SUN MRN Weekdays Spots/Week Rating Start Date **End Date** Rate ----S 1 \$1,225.00 0.00 Week: 10/29/12 11/04/12 8 News Now Sun A----S :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 11/04/12 11/04/12 8 News Now Sun AM #2CM E 57 8 8 News Now Sun AM #2 **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating ----5 1 \$1,225.00 0.00 Week: 10/29/12 11/04/12 \$73,485.00 Totals 93